



Preliminary Findings from the ComEd Community Energy Challenge

Presentation to the Energy Efficiency Stakeholders Advisory Group
August 4, 2010

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Agenda

- Overview of ComEd Community Energy Challenge
- Results of the Community Energy Challenge
- Conclusions/Lessons Learned
- Next Steps



Community Energy Challenge

OVERVIEW



Community Energy Challenge—Overview

- *Community Energy Challenge* - A municipal partnership pilot project sponsored by ComEd, with assistance from DCEO and the Metropolitan Mayors Caucus
- 12 “green” municipalities invited to participate in a year-long competition to reduce energy consumption while advancing sustainability goals
- \$2 million in EE incentives reserved for CEC participants; SEDAC audits and ongoing technical assistance provided
- \$100,000 cash award for CEC winner

Community Energy Challenge—Overview

- Participants asked to develop a municipal energy plan that included the following
 - EE education and outreach plan
 - Plan to reduce electricity and gas consumption in municipal operations
 - Plan to assist ComEd in the cost-effective delivery of incentives
 - Plan to achieve municipal sustainability objectives
- 10 municipalities submitted plans
 - Aurora, Carol Stream, Elgin, Evanston, Highland Park, Hoffman Estates, Oak Park, Orland Park, Schaumburg, Wilmette

Community Energy Challenge—Overview

- An independent panel convened by ComEd evaluated the plans twice
 - When they were turned in, based on estimated performance and overall Plan Design
 - At the end of the program year (6/1/09 – 5/31/10), based on actual performance
- Panel used a credit-based system that awarded points for performance
- Results were normalized to help ensure that no municipality had an advantage over another due to size

Community Energy Challenge

RESULTS



Community Energy Challenge—Results

- Project timing and the “spillover effect”
 - All CEC results in subsequent slides are for the **6/1/09 – 5/31/10 performance period** *only*.
 - Some ComEd SIYB projects and DCEO Public Sector projects, delivered with the help of CEC participants, took place after the 5/31/10 deadline (i.e., PY3).



Community Energy Challenge—Results

- 9 municipalities reduced energy consumption in their communities while advancing municipal sustainability goals
 - **29,669,824 kWh energy saved**
 - **21,308 MTC02e emissions reduced**
 - **251,637,650 gallons of water saved**
- In addition, CEC participants
 - **Communicated incentives program information and “calls to action”** to businesses, residents and units of local government in their communities

Community Energy Challenge—Results

- CEC participants (cont.)
 - **Helped ComEd deliver incentives** to businesses and residents, including **hard-to-reach groups**
 - **Helped DCEO deliver incentives** to units of local government
 - **Leveraged local, federal and private funds** to supplement the delivery of incentives
 - **Expanded the network of ComEd Trade Allies**
 - **Participated in the Metropolitan Mayors Caucus' 2009 IECC residential code project**, which included code training and best practices gap analyses, and was funded by ComEd and ICECF

Community Energy Challenge—Results

- Businesses and residents in CEC communities participated in ComEd incentive programs at a higher rate than those in non-CEC communities
 - **SIYB**
 - **2,835,705 kWh** SIYB incentives delivered with the aid of CEC participants
 - **5 of the top 10 municipalities in Prescriptive applications** were CEC participants (out of 272 municipalities total)
 - **Appliance Recycling**
 - **1,507 units** recycled by nine CEC participants
 - **In number of units recycled, CEC participants ranked in the top 45** out of 792 units of local government
 - **All-Electric Multi-family**
 - **5 participants** helped deliver **1,148 MF units (28.4% of total MF units delivered)** by 34 municipalities, including Chicago)

Community Energy Challenge—Results

- Units of local government in CEC communities exhibited high levels of participation in DCEO's Public Sector incentive program
 - **2,818,416 kWh energy saved** by eight CEC participants
 - **\$ 603,208 in PY2 incentives** (additional \$100,000+ in PY3 incentives)



Community Energy Challenge—Results

- CEC participants **used existing channels of communication** to deliver ComEd program information and calls to action
 - Used municipal websites, Facebook pages, cable channels, newsletters, email listservs and other media to deliver EE information (All Participants)
 - Used electronic media and public events to recruit ENERGY STAR Pledge participants (Aurora, Carol Stream, Elgin, Evanston, Hoffman Estates, Orland Park, Schaumburg)
 - Facilitated LED holiday light exchange at public events (All Participants)

Community Energy Challenge—Results

- CEC participants **leveraged existing processes/delivery channels** to share EE/incentives information and tools
 - Distributed CFLs when conducting property maintenance inspections on rental housing (Orland Park)
 - Integrated the distribution of EE and incentives information to businesses into annual fire inspection process (Carol Stream)
 - Educated businesses about SIYB incentives through municipal economic development processes (Aurora, Schaumburg)
 - Integrated Appliance Recycling program information and call to action into municipal recycling events (Aurora, Carol Stream, Schaumburg)
 - Distributed CFLs to residents through police department's *Safer Neighborhood Area Project* (Evanston)
 - Integrate incentives information into contractor licensing/renewal and building permitting processes (Aurora, Orland Park)

Community Energy Challenge—Results

- CEC participants **established partnerships motivated by complementary interests**
 - Partnered with business associations to recruit new Trade Allies (Aurora, Evanston)
 - Partnered with business associations to help deliver SIYB incentives (Aurora, Carol Stream, Evanston, Oak Park, Schaumburg)
 - Partnered with Trade Allies and local university to train student volunteers to conduct energy audits and help deliver SIYB incentives to hard-to-reach small businesses (Evanston)
 - Partnered with local “green” groups and school environmental clubs to deliver EE/incentives information (Elgin, Orland Park)
 - Partnered with community college to offer “green jobs” training (Aurora)
 - Partnered with a local recycler to offer a community-wide electronics recycling event (Carol Stream)

Community Energy Challenge—Results

- CEC participants **leveraged public and private funds** for energy efficiency and renewable energy
 - Used federal funds (e.g., EECBG, HUD NSP) to supplement delivery of EE incentives to businesses and residents by providing energy audits or retrofit grants/loans (Aurora, Elgin, Schaumburg)
 - Used municipal funds in existing grant/loan programs to promote energy efficiency (Aurora, Orland Park)
 - Used private foundation funds to subsidize cost of municipal EE/RE projects (Evanston, Schaumburg)

Community Energy Challenge—Results

- CEC participants **accelerated market transformation by making EE resources available to the public**
 - Made energy monitoring devices available through public libraries (Orland Park)
 - Created a municipal sustainability position (Aurora, Elgin, Evanston, Oak Park)
 - Partnered with a local community college to offer Building Operators Certification and Building Analyst/Building Envelope Certification training (Aurora)

Community Energy Challenge—Results

- CEC participants **accelerated market transformation by exercising municipal authority**
 - Hosted residential **energy code training sessions for local design professionals**/conducted targeted mailing to design professionals (Aurora, Wilmette)
 - **Enhanced energy code compliance** by augmenting building permitting and inspection processes (Aurora, Orland Park, Oak Park, Wilmette)
 - **Adopted Green Building Ordinance** mandating LEED Silver construction for all new commercial, MF and municipal buildings over 10,000 s.f. (Evanston)
 - Created **green permitting incentives** (Aurora, Orland Park)
 - **Incorporated EE components in existing façade rebate, historic preservation and housing renovation grant programs** (Aurora, Elgin, Oak Park, Orland Park)

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CONCLUSIONS/LESSONS LEARNED



Conclusions/Lessons Learned

- The ComEd/State/municipal partnerships delivered benefits beyond what each would have produced individually
 - Municipalities' established delivery channels and relationships can be leveraged to the benefit of ComEd, DCEO and the municipality itself
 - SEDAC audit program extremely useful tool in delivering Public Sector and SIYB incentives
- Corollaries:
 - Municipalities can serve as valuable Trade Allies, reducing utility program marketing and delivery costs
 - Municipalities are effective at reaching hard-to-reach groups

Conclusions/Lessons Learned

- Municipalities need technical assistance to identify resources such as utility incentives and integrate them into budget, planning and program delivery processes
- The \$100,000 prize was less of a motivating factor for CEC participants than the fact they were recognized as environmental sustainability leaders, competing with their peers



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NEXT STEPS



Next Steps

- Compile and share project ideas with all CEC participants
- Conduct a statistical analysis of ComEd (and DCEO?) incentive program data for CEC and non-CEC communities
- Compare cost of CEC program to cost of other utility municipal partnership program designs

